

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2018

VC 5510 / VC 5518 – DEVELOPMENT COMMUNICATION

Date: 03-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer all the questions:

(10 x 2 = 20 marks)

1. Modernization
2. Define development communication
3. Poverty line
4. DAVP
5. Social Advertising
6. Define a Campaign
7. Street Theatre
8. Colonialism
9. Alternate media
10. Third World

PART B

Answer any five questions in about 200 words each:

(5 x 8 = 40 marks)

11. Explain development support communication?
12. What is the scope of communication for development?
13. Explain the impact of modernization in development communication?
14. Explain WTO and its functions.
15. Explain the difficulties in creating AIDS awareness in Indian society.
16. Explain audience analysis.
17. What is digital divide? Explain.

PART C

Answer any TWO questions in about 400 words each:

(2 x 20 = 40 marks)

18. Explain dominant paradigm and alternate paradigm.
19. How development planning is done for a social issue in Rural India. Explain with suitable examples.
20. What is the role of strategy in the success of a campaign? Explain with examples.
21. Trace the history of development effort in India.
